

# Funding the Future

## A record month

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An inevitable part of life when you are a creator of social media content, which I am, is that you look at your statistics. The reason is quite simple: you want to know what did and did not work amongst the articles, videos and other posts that you created. Ignoring data on these issues makes no sense.

I am also interested in this data because what I publish has a purpose. I am motivated by my desire to make it clear that there are economic and social alternatives to the policies being promoted by our government in the UK, as well as elsewhere. In that case, it matters to me that the message is getting through.

As a result, I was pleased to know that January was the best-ever month in terms of views on this blog. 747,000 individual reads were recorded. The last thirteen months looks like this:



Something is clearly working. Part of that, I think, is due to the videos we now make. Whilst there is much sign, in terms of overall traffic, that people shift from this blog to watch the videos, it seems likely that some who view the videos do now come here as a result.

That said, the YouTube channel did not do quite as well in January as it did in November

and December, generating a little over 2.2 million views, compared to about 2.4 million in each of those months. However, I can hardly complain about recording 7.0 million views over a three-month period on what is, in effect, a very new YouTube channel.

As Thomas noted, our problem in the last month was that we recorded a persistent number of what might be described as good album tracks, but only a couple broke through to attract significant (100,000 plus) views, making them equivalent to hit singles. However, that's the way these things go, and I can happily live with making good album tracks.